Permit #F00027597

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027597 **Type of Permit:** FILMING **Release Date:** 05/04/2010

Production Company	NEW POP CULTURE PRODUCTIONS
Insured Company Name	NEW POP CULTURE PRODUCTIONS
Contact Phone No. 1	212-846-3829
Contact Phone No. 2	
Fax	212-846-2326
Address	1515 BROADWAY, ROOM 2290 NEW YORK, New York 10036
Production Title	HIP HOP HONOR
Type of Production	Commercial - Standard

Producer	Amber Harris
Director	Lindsey Ross
1st AD	Todd Lent
Production Manager	Tiffani Manabat
FilmL.A. Coordinator	Naomi Kajiyama
Location Manager	David Lapidus
Primary Phone	Mobile - 310-428-1147
Secondary Phone	Office - 310-401-5474
Location Assistant	n/a n/a
Primary Phone	Mobile - n/a
Secondary Phone	

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$1,024.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,941.00

Number of Locations 1

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Summary Information — Location

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Production Company NEW POP CULTURE PRODUCTIONS
Insured Company NEW POP CULTURE PRODUCTIONS
Production Title HIP HOP HONOR

Location Manager David Lapidus
Primary Phone Mobile - 310-428-1147
Secondary Phone Office - 310-401-5474

Location Address 14430 Mulholland Dr, Los Angeles, CA, 90077

Location Names

Location Type Private Residence

Location Description

Film Dates 5/5/2010 - 5/5/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document NewPop.HipHop.27597.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	4
LA City UFSO assigned	25450

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note Company must obtain a separate license agreement with LA City Fire Dept regarding use of all FD properties

Coordinator Note Cast/Crew parking at Fire station 109, 16500 Mulholland Drive approved by Capt Ruda 5/4 (213-978-3820)

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : LA City Parking lot
Street : Fire Station 109, 16500 Mulholland Drive

Posting "No Parking" signs W/S Nicada Dr., Mulholland Dr - South 400'

Approximate Footage 301 - 600 **Log Number** 1014312

Date(s) 5/5/2010 to 5/5/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

Permit #F09027597

Appointment of Film Permits Unlimited, Inc. As Authorized Agent and representative

I certify that I am a representative of New Pop Culture Inc ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 9/3/09

New Pop Culture Prod Inc
Name of Principal

By: [signature]
Representative's Signature

michael flexner production management vh1
Print Representative's Name

Line Producer
Representative's title

1515 Broadway
NYC NY 10036
Principal's Address

212 846-8154 / 917-837-7544
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT